

Media Release

Launch of the Growth Model & Competency Framework for Trade Associations & Chambers

13 January 2022 – As part of the continuous efforts of Singapore Chinese Chamber of Commerce & Industry (SCCCI) to help the Trade Associations and Chambers (TACs) in Singapore to be progressive, stay relevant and effective to their industries and members in the new economy, SCCCI spearheaded the development of a Growth Model and Competency Framework for the TAC sector with the support from Enterprise Singapore (ESG), Singapore Business Federation (SBF) and SkillsFuture Singapore (SSG).

Developed by Ernst & Young in consultation with over 30 TACs over a period of more than 6 months, this is the first-ever initiative developed for the local TAC community to help TACs strengthen their core capabilities, build new and emerging competencies with a view that they can better meet the varied needs of their industries and members, and to upskill their employees in tandem.

To mark this significant milestone and roll out the upcoming implementation phase, Minister of State for Ministry of Trade and Industry Ms Low Yen Ling officially launched the initiative at the Trade Association Hub on 13 January 2022. Close to 50 representatives and business leaders from the TACs and other relevant government agencies attended the event.

SCCCI President Mr Roland Ng said, “The COVID-19 pandemic has accelerated digitalisation and catalysed the need for rapid transformations across many industries. This pose new challenges for our TACs as there are now greater expectations from their members to help them transform, navigate through these disruptions and capture new opportunities. I hope that with the implementation of the Growth Model and Competency Framework, we can help TACs to uplift and future-proof themselves to better support the local business community. This also represents Chamber’s long-standing values to contribute back to the society, play our part in economic development, and to keep on innovating.”

Enterprise Singapore Chief Executive Officer, Mr Png Cheong Boon said, “TACs play a key role as multipliers in driving industry transformation. We are committed to deepening our partnerships with TACs and building greater synergies within the

ecosystem, so that they remain adept at supporting the growth and development needs of our business community. I am heartened to see SCCCI stepping forward, with the support of the Singapore Business Federation, Enterprise Singapore and SkillsFuture Singapore, to drive the Growth Model and Competency Framework to benefit the TAC ecosystem. I encourage all TACs to leverage the Growth Model and Competency Framework to develop their human capital strategies and strengthen the competencies of their staff, to continue to be effective partners to businesses and industries.”

The event also saw the signing of a collaboration agreement between SCCCI and Nanyang Polytechnic to develop training courses for TAC employees. This will help develop a pool of “Industry Development” executives that are skilled in industry development, internationalisation, capability building and research. Under this agreement, two brand new courses that are unique to the TAC sector will also be developed.

Nanyang Polytechnic (NYP) Principal & Chief Executive Officer Ms Jeanne Liew said, “NYP is happy to be part of this collaboration with SCCCI to promote skills progressions within the TAC sector. For a start, new TAC executives can look forward to a specially curated course to prepare them well for their job role. We look forward to further equip TAC professionals with skills to help them stay relevant and tackle future challenges at the workplace.” It is expected that the first batch of TAC executives will undergo the course in Q2 this year.

To further help TACs support their respective industries in addressing skills gaps, a new skills advisory initiative for TAC secretariat will also be developed. Led by SCCCI, in partnership with ESG, SBF and SSG, it aims to help TAC secretariat acquire the relevant skills to better advise their member companies in jobs and skills, in turn support the industry players in their workforce transformation journey to keep up with changing business needs.

About the Growth Model and Competency Framework for TACs

To uplift the TAC sector by addressing the competencies gaps across TACs of varying sizes, SCCCI is leading the TAC sector to relook at their roles and internal organisational functions, as well as build a future-ready secretariat workforce that is equipped with the right skills and competencies to serve their business community in a constantly evolving business environment.

This initiative includes:

1. The Growth Model which helps TACs identify their internal gaps and chart growth roadmap to achieve long term goals. It entails a toolkit that provide TACs a more structured approach to plan and strategise their growth, and also case studies and best practices from local and overseas TACs that they can learn and benchmark themselves against.
2. Development of a Competency Framework that is in alignment with SSG's national Skills Framework and looks at manpower capability development within TACs. By identifying the 22 job roles across seven functional tracks, it charts out the existing and emerging skills required for TAC job roles, and also the career pathways for TACs to attract, retain and develop staff.

About Singapore Chinese Chamber of Commerce & Industry

Established in 1906, the Singapore Chinese Chamber of Commerce & Industry (SCCCI) is an internationally renowned business organisation and the apex body of the Chinese business community in Singapore. It is the founder of the biennial World Chinese Entrepreneurs Convention, a global business convention. It plays a key and pro-active role in representing the interests of the local business community.

The SCCCI has a membership network comprising 5,000 corporate members and has more than 160 trade association members, representing over 40,000 companies including large financial and business organisations, multinational corporations, government-linked companies, and small and medium enterprises from a wide spectrum of trades and industries. These members together provide vast resources and opportunities which enable the SCCCI to develop an influential global Chinese business network for business, education, culture and community development. In return, they share a strong sense of pride and identity together and benefit immensely from the SCCCI's membership services, facilities and activities.

For more information, please visit www.sccci.org.sg.